

Message Text

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ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W

-----119485 250338Z /64

R 241119Z JAN 78

FM AMCONSUL PORTO ALEGRE

TO USDOC WASHDC

INFO SECSTATE WASHDC 0609

AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

UNCLAS PORTO ALEGRE 0013

E.O. 11652: N/A

TAGS: BBSR, BR

SUBJECT: WTDR/FTI: SPRINGER REFRIGERA&AO S/A

REF: USDOC 20744 AND 00595

FOLLOWING IS REPEAT OF CONSULATE'S 274 DATED NOV.18,1977:

1. BRAZIL

OFFICE USE: 2. 351 3. NA 4. 05

5. SPRINGER REFRIGERA&AO S/A

6. RUA BERTO CIRIO, 521

7. 92000 CANOAS, RS

8. CONTACT: TIBIRICA INDIO DA COSTA

9. TITLE: IMPORT DEPARTMENT MANAGER

10. PHONE: 72.12.44 11. TELEX: N/A

12. CABLE: SPRINGER, CANOAS

13. ESTABL: 1934 14. EMPL: 820 15. SIZE: LARGE

16. REPUTATION: Y-GOOD 17. RPT DATE: 11/77

OFFICE USE: 18. 19. NA 20. NA 21. NA 22. NA

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23A. 35852/M04 MFR, DIST, EXP, OF UNITARY AIR-CONDITIONERS

23B. 36321/M04 MFR, DIST, EXP, OF HOUSEHOLD REFRIGERATORS, INCLUDING
COMBINATION REFRIGERATOR-FREEZERS

23C. 36343/M04 MFR, DIST, EXP, OF OTHER SMALL HOUSEHOLD ELECTRICAL
APPLIANCES

23D. 36392/M04 MFR, DIST, EXP, OF HOUSEHOLD WATER HEATERS, EXCEPT,
ELECTRICAL

24. FOREIGN SALES: NA

25. FINANCIAL REFS: BANCO DO BRASIL SA, AGENCIA CENTRAL, 90000PORTO
ALEGRE, RS,BRAZIL

26. TRADE REFS: CIA. METALURGICA NACIONAL, AVENIDA 13 DE MAIO, 13-
RIO DE JANEIRO, RJ, BRAZIL.

27. FOREIGN FIRMS REPRESENTED : N/A

28. POST EVALUATION: WELL KNOWN FIRM WITH A SOCIAL CAPITAL OF CR\$80 MILLION .ANNUAL SALES CR\$460 MILLION. ASSETS TO LIABILITIES AS CR1.64 1.64 TO 1.00. IT HAS EXTENSIVE REAL ESTATE PROPERTIES, FACTORIES IN CANOAS, RIO GRANDE DO SUL, AND IN MANAUS, AMAZONAS, AS WELL AS BRANCHES AND /OR REPRESENTATIVES IN ALL BRAZILIAN STATE CAPITALS. ITS PRODUCTS ARE WELL KNOWN AND WELL ACCEPTED IN THE MARKET. COMPETITION IS MODERATE. SALES POLICY IS GOOD. THE COMPANY'S PRESIDENT, MR

PAULO D. VELLINHO, IS A FORMER PRESIDENT OF THE STATE OF RIO GRANDE DO SUL'S FEDERATION OF INDUSTRIES. HE IS THE HEAD OF THE SPRINGER ADMIRAL GROUP, WHICH FORMS A LARGE INDUSTRIAL AND COMMERCIAL COMPLEX OPERATING THROUGHOUT THE COUNTRY. THE COMPANY'S MANAGEMENT IS COMPETENT AND WELL REGARDED IN THE BUSINESS COMMUNITY. BANKING AND TRADE SOURCES REPORT THAT THE COMPANY IS OPERATING NORMALLY AND IS A SATISFACTORY FINANCIAL POSITION. ITS FINANCIAL OBLIGATIONS ARE MET

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PROMPTLY OR SOMETIMES WITH DELAYS OF UP TO 30 DAYS. CONSULATE CONSIDERS FIRM AS A GOOD TRADE CONTACT FOR US COMPANIES.

29. PREP. HELIO E. SUDBRACK APPR. ALFRED R. BARR
BARR

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NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 24 jan 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978PORTO00013
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780036-0864
Format: TEL
From: PORTO ALEGRE
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1978/newtext/t19780129/aaaaayby.tel
Line Count: 99
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Litigation Codes:
Litigation History:
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Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 28 feb 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3723253
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI: SPRINGER REFRIGERA&AO S/A
TAGS: BBSR, BR
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/f0e3a1e0-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014